



PATENT  
Docket No. 0026-0002

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of )  
)  
Sergey Brin ) Group Art Unit: 2142  
)  
Application No.: 09/843,923 ) Examiner: B. Ailes  
)  
Filed: April 30, 2001 )  
)  
For: SYSTEMS AND METHODS FOR )  
ENTICING USERS TO ACCESS A )  
WEB SITE )

U.S. Patent and Trademark Office  
Customer Service Window, Mail Stop Amendment  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

**AMENDMENT**

In response to the non-final Office Action, dated July 21, 2005, the period for response being extended through December 21, 2005 by the filing of a petition for a two month extension of time and the requisite fee concurrently herewith, please amend the application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 7 of this paper.